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U.S. Department of Agriculture

Agricultural Marketing Administration

Commodity *FRESH APPLES*

Marketing area *NATIONAL*

Time *OCTOBER 22 through OCTOBER 31*

FOR USE AFTER OCTOBER 14, 1942

WASHINGTON, D. C.

With a supply exceeding earlier estimates, fresh apples return to the role of a Victory Food Special for the period October 22 through October 31.

Merchants throughout the country cooperating with the Agricultural Marketing Administration will, during that period, list fresh apples as a Victory Food Special in store advertising and display material aimed at increasing consumption of the now available greater-than-usual supply of this fruit. Full use of apples in the home at this time of the year will help relieve the pressure on winter storage facilities, encourage orderly marketing, and conserve valuable wartime food by preventing possible waste.

The commercial crop of apples, estimated at over 126,000,000 bushels on September 1, exceeds the previous estimate by approximately 4,000,000 bushels and is by the same amount greater than the average production in the last ten years.

With the harvest completed, markets are being well supplied with the varieties of apples most popular in each locality. The McIntosh is a favorite in New York and the New England States. In the States south of this area varieties most common on the markets at this time of the year are the Jonathan, Delicious, Stayman, York Imperial, and Grimes Golden. Markets in the North and South Central States are well stocked with Delicious, Jonathan, Grimes Golden, Rome Beauty and McIntosh apples. Particularly in Michigan is the McIntosh heaviest in supply. West of the Mississippi River are the Jonathan and Delicious varieties.

When the first autumn leaves begin to fall, and the air turns crisp and cold, it's time to think of apples...Apples at Halloween bobbing wet and shiny in the tubs...Apples by the fireside while the wind howls in anger at the walls that keep it out...Apples by the barrelful, stored in the cellar to be brought up when snow lies on the ground, so tart and cold they sting your teeth when you bite into them.

Remember the big family apple barrel when you were a child, and the way the apples were always down to the bottom layer before you knew it?

Apples are a healthful food needed on two fronts--at home and abroad. Large amounts of dried and canned apples will be used by the Government for shipment abroad to the Army and Navy and our allies. But since fresh apples aren't suitable for shipping when every inch of space counts, you'll have the opportunity to make good use of them on the home front.

The family will enjoy going back to the old apple barrel too. There will always be big red apples for the children's school lunches, and just see if you don't catch the man of the house sneaking down to the cellar for an apple to munch while he reads the evening paper.

When you're buying apples you can take your pick from a fine assortment of red, green and yellow varieties. Some buyers prefer one type and some another, but whichever you choose, make sure that the color is bright and clear. That's a sign the fruit is ripe.

You'll be missing a treat if you overlook some of the good eating apples that are now in season. Every section of the country has its own favorite, of course, but among national favorites is the Delicious, so named because there was no other word to fit the fruit of a chance seedling a lucky farmer found and orchardists developed. It is a long vase-shaped

EVERY HOMEMAKER now has the job of seeing to it that the most effective use is made of the Nation's total wartime food supply. Food is a weapon and our farmers are producing more than ever before. But farmers cannot produce in exact amounts — nor are all foods suitable for war purposes. Thus, from time to time, some foods are more abundant than others. Those foods in most abundant supply are designated by the Agricultural Marketing Administration as VICTORY FOOD SPECIALS. Merchants are cooperating with the AMA by featuring Victory Food Specials. When the homemaker buys Victory Food Specials, she spreads her buying power in a way that serves the Nation and her family. And this conserves other food and prevents possible waste, thus assuring full use of all that is produced. Yes, every homemaker is a sergeant in the all-important food management army.

apple that tapers up from five base points to five square shoulders. And its flavor? Why just one taste of the Delicious, and you'll find yourself saying with Tom Sawyer, "There ain't a going to be no core!"

Another standby is the McIntosh, an apple that has both eye and taste appeal for out-of-hand eating and salad purposes. The Stayman is more versatile, excellent for dessert and good for baking and pies. An ideal baking apple that holds its shape in the cooking process is the Rome Beauty. The York Imperial is known for its cooking and piemaking qualities. The Jonathan and Grimes Golden are all-purpose apples--good for dessert uses, cooking, baking, or pies.

It has been said that there are more ways to use apples than any other fruit, and it's easy to believe once you start enumerating them. They can be diced and served raw in Waldorf salad, scalloped, fried, or made into glazed apple rings to garnish meats, and cooked into savory apple pies, apple turnovers, and upside down cakes. That's only a beginning.

Also, let's not forget an old favorite with children and grownups alike--applesauce. It should be more popular than ever with homemakers this year because apples have so much natural sugar they're easy on the ration cards. Here's a suggested recipe: Wash, pare, quarter, and core the apples; or leave the skins on if the sauce is to be put through a colander. Cook them until soft in a covered pan, being careful to use just enough water to keep them from scorching. (A good rule to remember whenever you're cooking apples is "Be sparing with water.") Then put through a colander, or stir until smooth. Sweeten to taste, and add a few grains of salt. You can use a dash of nutmeg if you like, but wait until the applesauce is ready to be eaten, for it will make the flavor bitter if it stands.

Another apple dish favorite with the whole family is Apple Brown Betty. In a greased baking dish place alternate layers of crisp toasted breadcrumbs, and diced tart apples. Sprinkle sugar, cinnamon, and salt over the apples, and pour melted butter over the top layer of crumbs. Cover and bake for 30 to 45 minutes, or until the apples are soft. Toward the last take off the cover to let the top brown and crust over. Serve piping hot with plain or whipped cream. It tastes rich, crunchy, and delicious.

Apple dumplings are another dessert you'll want to try while apples are a Victory Food Special. They're just as good as "apple dumplin'" sounds! If you can make a flaky pastry dough, there's no trick to them. Just roll the dough into rounds about the size of fruit plates, and in the center of each place a pared and cored apple. Sprinkle it with a mixture of sugar, cinnamon, and a few grains of salt, and dot with butter. Then lift the edges of the dough and press carefully together. Bake in greased muffin tins in a moderate oven (350 degrees F.) for 30 minutes. Serve them while they're hot, with hard or liquid sauce, and they'll melt in your mouth.

These are only a few of the many ways to use apples. You'll know more, because apples are a traditional American dish, like corn on the cob and watermelon. Remember to serve them often while they're a Victory Food Special.